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ABSTRACT

The policies and procedures of television station WSRE which operates through Pensacola Junior College are outlined in this manual. The specific philosophy of the three programming approaches--instructional television, news, and community affairs--are defined. Programming policies are also enumerated for: commercial messages, fund raising, promotion of local programming, religion, solicitation of support, telecourses, and underwriting. All personnel policies of the college apply to staff and faculty employees of WSRE-TV; additional station policies were developed for checkout when leaving the station, job descriptions, and use of students. A broadcasting guide for news and public affairs focuses on specific issues related to ethics, confidentiality, style, timeliness, and technical standards. Duties of a producer, director, and production engineer are delineated, as well as standards for remotes, set design, and construction. Guidelines for student internships are provided and a sample of the intern agreement is included. An appendix contains an outline of the Federal Communications Commission fairness doctrine and equal time provision. (MB)

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ED164048

POLICIES AND PROCEDURES MANUAL

WSRE TELEVISION

PENSACOLA JUNIOR COLLEGE

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Endorsed by the Learning Resources Committee
of the faculty of Pensacola Junior College,
April 17, 1978

JC 790 055

July 1, 1978

TABLE OF CONTENTS

	Page
WSRE-TV OWNERSHIP	1
ORGANIZATION	2
STATION PHILOSOPHY	4
PROGRAMMING POLICY	8
PERSONNEL POLICY	13
BROADCASTING GUIDE	14
PRODUCTION POLICY AND PROCEDURES	26
INTERN GUIDELINES	35
APPENDIX	
FAIRNESS DOCTRINE	36
EQUAL TIME PROVISION	37

STATION OWNERSHIP

WSRE-TV operates on UHF Channel 23 with a frequency of 524 to 530 Megahertz and an effective radiated power of 38 kilowatts visual and 6 kilowatts aural, as authorized by the Federal Communications Commission. WSRE-TV also operates microwave relay station KVU-25 at a frequency of 6,975-7,000 Megahertz licensed as a studio transmitter link by the Federal Communications Commission. WSRE-TV and KVU-25 are owned and operated by the District Board of Trustees of Pensacola Junior College, with studios located on the campus of Pensacola Junior College and Transmitter located at 1403 West Fairfield Drive, in Pensacola, Florida.

* * * * * *

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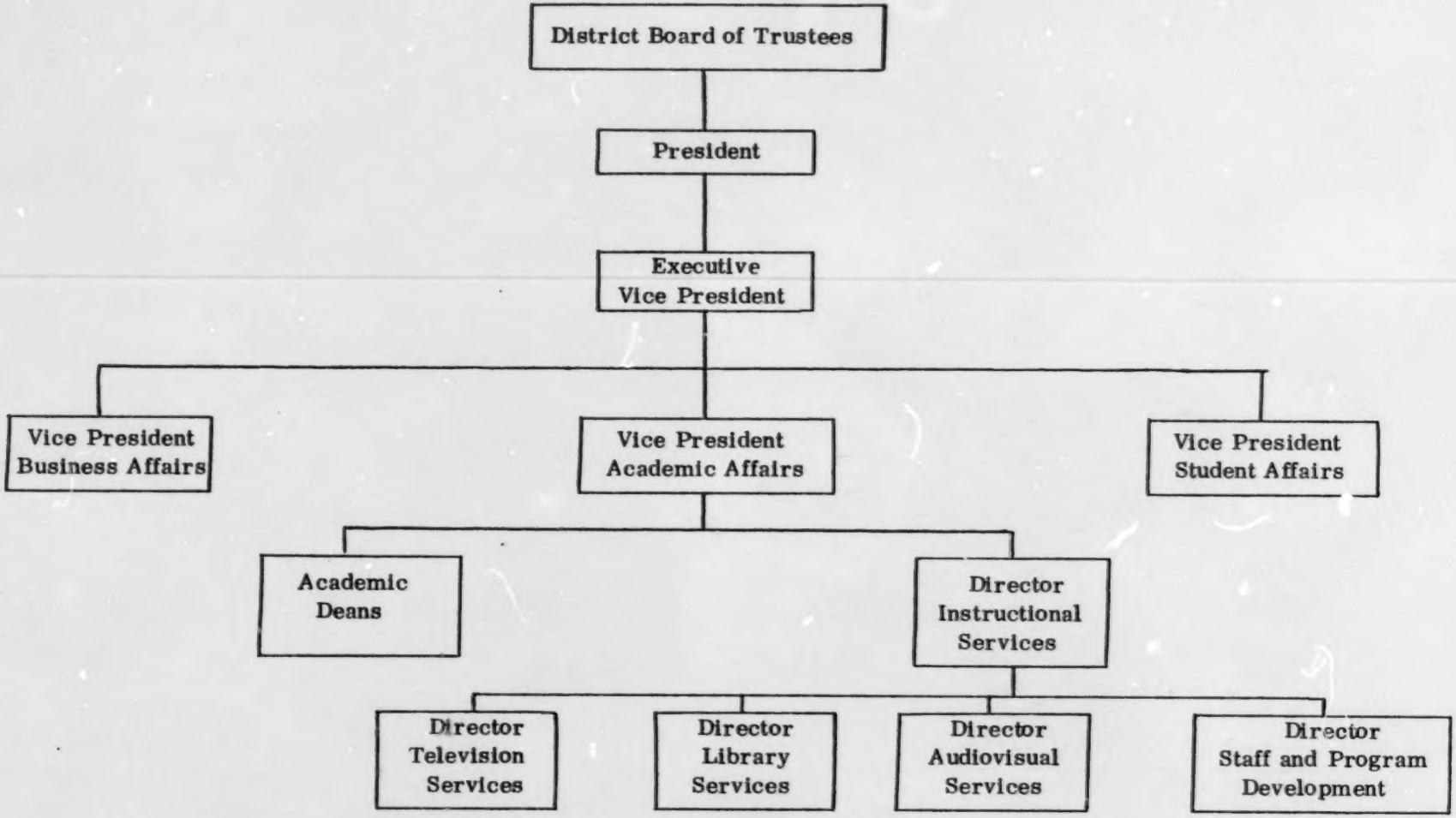
District Board of Trustees
President
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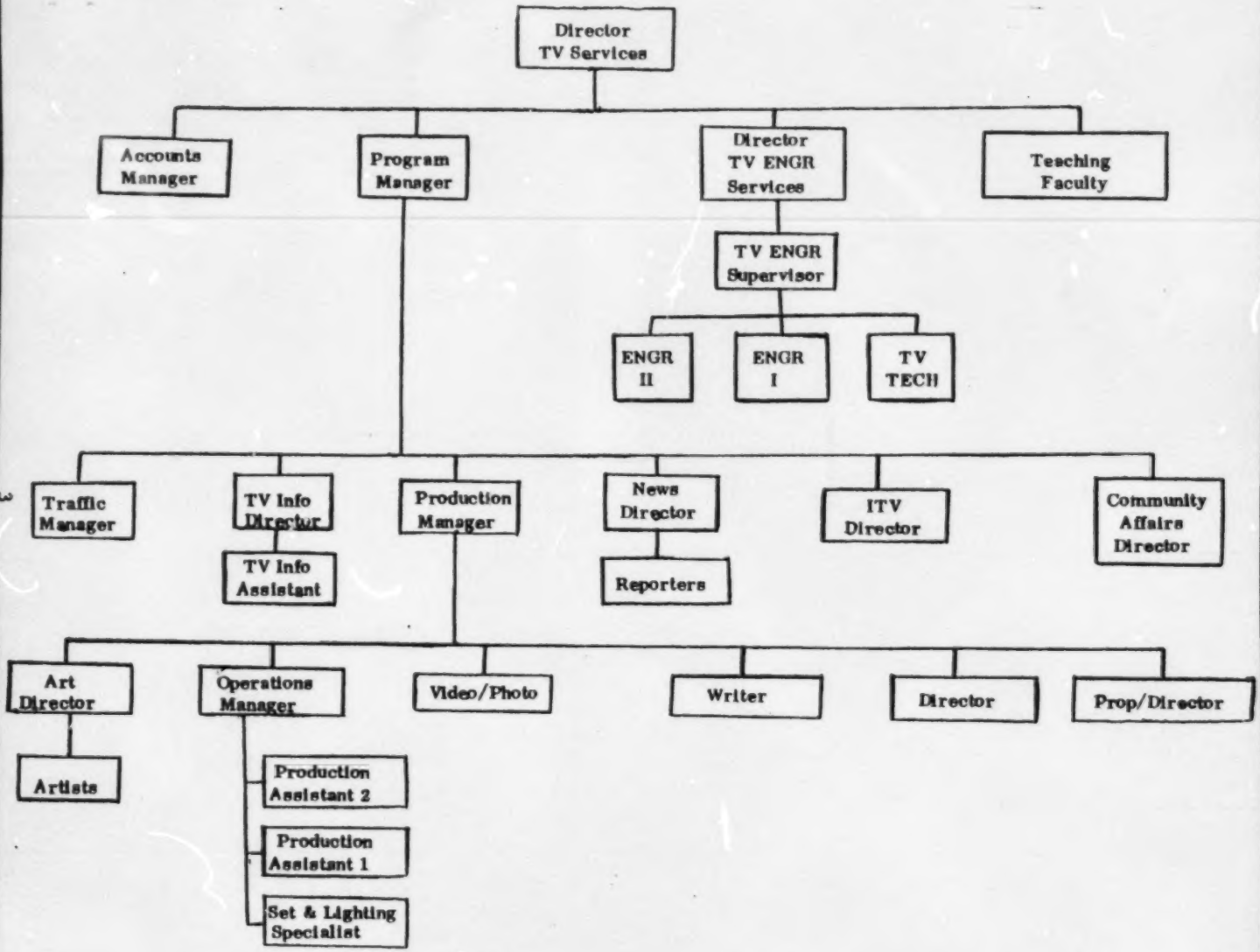
Director
TV Services
Accounts
Manager
Program
Manager
Director
TV ENGR
Services
Teaching
Faculty
TV ENGR
Supervisor
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II
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I
TV
TECH
Traffic
Manager
TV Info
Director
TV Info
Assistant
Production
Manager
News
Director
Reporters
ITV
Director
Community
Affairs
Director
Art
Director
Artists
Operations
Manager
Production
Assistant 2
Production
Assistant 1
Set & Lighting
Specialist
Video/Photo
Writer
Director
Prop/Director

WSRE-TV STATION PHILOSOPHY

The philosophy of Pensacola Junior College is as follows:

> The continuation and improvement of the American way of life depends upon an enlightened citizenry. Pensacola Junior College recognizes that the essential elements of the American way of life are the sanctity of every personality and the right of every individual to develop his moral, intellectual, spiritual and physical capacities to the maximum of his ability. We believe, moreover, that the enlightened citizen is one who sees in his own freedom the freedom of others, who strives to know and conserve the values of our cultural heritage, and who encourages by his own example the acceptance of these rights and values in his fellow citizens. Beyond this responsibility to its students, Pensacola Junior College also assumes a leading role in the educational and cultural growth of the community at large. To these ends, the administration and faculty of Pensacola Junior College are dedicated.

WSRE-TV was established to serve as one of the means to these ends, therefore, it adopts the philosophy and commitment to the community of Pensacola Junior College.

As a licensee of the Federal Communications Commission, WSRE has a responsibility as stated by the Commission "to serve the public interest, convenience and necessity." Therefore, its programming requirements, as implied by the FCC, go beyond those services extended merely for the benefit of the College.

To serve these purposes, programming has been divided into two categories: (1) instructional television which is directed at students in the classroom or otherwise in the general content of formal education, and (2) public television which is directed at the general community. Network programming of instructional and general interest

is provided by the Public Broadcasting Service. Local programming is produced by WSRE personnel and is accomplished through three separate approaches which collectively work toward the comprehensive goal of Pensacola Junior College.

The specific philosophy of each of the three local programming approaches is as follows:

Instructional Television

The goals of Instructional Television are as follows:

(1) To offer courses via open-circuit television to the community at large enabling viewers at home to receive college credit they might not otherwise be able to obtain. It is hoped that upon completion of the basic courses via television, the students will then attend classes on campus to obtain a degree.

(2) To provide educational programs commonly described as "how to" series.

(3) To provide and distribute courses on campus via closed-circuit television.

(4) To aid college faculty members by providing television services to augment and enrich classroom instruction.

(5) To provide and operate television equipment as requested by faculty members.

News

The News provides in-depth coverage of significant events in the community, examines issues of importance, and highlights people and occurrences of general interest. The news team must be skilled broadcast journalists who are also an informed part of the community.

News programming will inform and educate the general public as to those forces which effect their lives and those events of which they should be aware as good citizens. Anything is worthy of news coverage as long as it is of general public interest, but department members must use their journalistic judgment in presentation to ensure fairness, objectivity and good taste.

Community Affairs

The Community Affairs approach has a dual charge: to produce documentaries and public affairs programming, and to produce coverage of events such as operas, concerts, plays, and sporting events.

In the public affairs realm, the department must be aware of the needs of the community and must develop programs to serve those needs. Department members must be responsibe to community groups and individuals, be they majorities or minorities. Programming should not only present controversy and problems to be solved, but also positive action programs and solutions already found. It should act as a stimulus for others to start thinking, then to become involved and finally to act. It should also recognize positive achievements by community members and organizations. And finally, it must serve as a medium for the citizen to be heard, whether by phone-in or through some other appropriate format.

Community affairs programming will also present the events and performances with which people in the community are entertained and enlightened. This includes the common connotation of culture as high art forms such as symphonies, dance, operas and classical drama. Sports events, as well as other forms of entertainment which reflect

the lifestyles of the area, shall be covered. For the most part, the task will be to adapt to television events which are produced for other media, although there may be occasion for in-house production especially for broadcast.

Network Programming

The bulk of WSRE's schedule is made up of programming distributed by the Public Broadcasting Service. The content of these network programs falls under the general classification of "public television," running the gamut from education-oriented to pure entertainment. PBS has been charged with providing programming of human interest and importance which is not found to be appropriate or available for support by advertising -- an alternative service to the three commercial networks.

WSRE-TV PROGRAMMING POLICY

As a member station of the Public Broadcasting Service, WSRE adheres to the PBS Statement of Policy on Program Standards adopted April 15, 1971. Rather than a formal code such as the NAB Code of Good Practices, the PBS policy provides a general guide for cooperation between PBS, producing agencies and member stations. It recognizes the need to provide programs for a diverse audience whose individual tastes and levels of tolerance vary; that public broadcasting has a responsibility for strict adherence of the Communications Act for fairness in the treatment of controversial issues and to the highest standards of journalistic integrity. In any case, the station as licensee is ultimately responsible under the law for any programming which it carries and must make the final decision as to whether to carry a program or not.

This decision is based on the following criteria:

(1) There should be a demonstrated need for the program based on audience interest which can be determined by a number of ascertainment methods.

(2) Programs on WSRE should not be designed to duplicate those already available on commercial television or elsewhere. Public television should provide an alternative.

(3) Although the educational and cultural growth of the community should be the prime consideration of WSRE programming, pure entertainment programs should not be ignored.

(4) Programs that contain adult material will be previewed whenever possible by the programming department. If there is a question regarding the suitability of airing on WSRE, every effort will be made to have the material screened by the station manager. In any case, programs containing adult material will be preceded by an announcement in that regard.

(5) The station shall not avoid programs simply because they are of a controversial nature. WSRE has the responsibility of presenting a cross-section of ideas, opinions and beliefs. It's purpose is not to make a judgment, but rather to provide the facts which will enable the viewer to form an enlightened opinion.

The station is committed to the FCC's Fairness Doctrine at all times in the handling of controversial issues of public importance.[1]

The following specific policies also prevail within the programming philosophy of WSRE-TV:

Commercial Messages or Programs

WSRE is licensed only to permit the airing of non-commercial matter. Therefore, the station will not broadcast a commercial message or program, with the exception of short clips used as illustrations within news or public affairs programming. The station manager or his designate shall determine whether a message or program is commercial to the extent that it is unfit for broadcast on WSRE.

Fund Raising

WSRE shall not participate in any fund raising activities either for itself or any other organization. This is not meant to preclude legitimate news or public affairs coverage of community activities which may have fund raising as one of their goals.

Promotion of Local Programming

It is the policy of WSRE-TV that every local program broadcast on a regular or semi-regular basis have at least one on-air promotional announcement available to be run at all times. Responsibility

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[1]See Appendix I

for production of these promos rests with the producer of the program. It is expected that he/she will work with the promotion department as needed, as well as following any style guidelines developed by the promotion department.

Producers of one-time-only programs are urged also to provide promos well in advance of airing.

All other forms of promotion are the responsibility of the promotion department. Program producers are expected to cooperate fully; i.e., supplying all program information in advance of deadlines set by the promotion department. Communication with the promotion department is an essential element of the producer's duties.

Religion

WSRE will not engage in any denominational religious programming. Programs about religion may be presented, although they are more acceptable when of a non-denominational nature. This is not meant to preclude news coverage relating to religion, religious issues or events.

Solicitation of Support

No staff member of WSRE will solicit or accept free services, underwriting or any other form of support for the station without prior approval of the station manager.

Telecourses

Credit instruction via television is a continuing part of academic instruction at Pensacola Junior College. Every effort must be

made to develop or purchase telecourses which will present the best instruction available.

Selection of the individual courses to be aired on WSRE is a joint responsibility shared by the station, the academic departments and the Vice President for Academic Affairs.

WSRE performs a service function of producing, coordinating and programming these telecourses. It is the responsibility of station personnel to utilize their knowledge of the medium to help make the best possible educational presentation. The material to be presented is the instructor's responsibility; enhancing that material for television presentation is the job of the instructional television producer.

Naturally, all courses must conform with the regulations that govern any class presentation, in addition to those which govern WSRE as a broadcasting service.

Underwriting

According to FCC regulations, acknowledgement for any underwriting contribution must be made, so that the viewer is aware of the person or group bearing the expense for a program or service. Donations received in any form (including products or services as well as cash) for the costs involved in presenting a particular program or service must be identified. The identification must be limited to the name of the person or organization who has made the donation; it cannot include corporate logos or copy descriptive of the organization's purpose or services. This identification should

be made at the beginning and ending of the program. The station is forbidden to make a profit on any such donations; donations should cover only the costs involved for the particular production or service.

STATION PERSONNEL POLICY

All policies of Pensacola Junior College apply to staff and faculty employees of WSRE-TV. The following are additional policies of the station:

Checkout

A checkout list is maintained by the receptionist at her desk. Every WSRE employee is required to sign out when leaving the building during normal work hours. This is necessary so people calling can be informed of the employee's expected time of return, and so emergency messages can be relayed.

Job Descriptions

A written job description has been prepared which outlines duties and responsibilities for each position at WSRE-TV. Copies of these are on file in the Personnel Department of Pensacola Junior College and in the office of the Director of Television Services.

Use of Students

When students or student interns participate in broadcast activities, their participation is considered to be a portion of their learning experience. Therefore, it is the obligation of the faculty and staff of WSRE to ensure that they are given sufficient training to allow them to function as requested, as well as post-production critique to analyze their performance and suggest possible areas of improvement. While participating in broadcast activities, students shall always be judged against the same professional standards expected of station staff members.

The policy of WSRE-TV is that news and public affairs programming will be factual, fair and without bias. Whenever possible, an effort will be made to present both sides of a controversial issue within the same program or report.

Good taste shall prevail at all times in the selection and handling of news and public affairs programming. Morbid, sensational or alarming details (as determined by the producer) shall be avoided when not essential to a story being covered. Stories and documentaries will be prepared in such a way as to avoid undue panic or alarm.

Ethics

Under no circumstances will WSRE produced programming utilize any techniques which might mislead the audience.

The highest priority is that events or information reported should be fully verified, correct and accurate. Whenever possible, information should come from the primary source rather than through an intermediary. If, in the broadcaster's judgment, he/she cannot be sure of the truth of an account beyond a reasonable doubt, it should not be used at that time.

Camera Influence: It is not the role of the journalist or cameraman to influence events. All circumstances must be avoided that will make the presence of the camera become a central focus of the event. In crowd situations or demonstrations, camera crews should attempt to remain inconspicuous; when their presence excites an extreme reaction, they should consider withdrawing.

Corrections: If WSRE material broadcast is proven to have been erroneous, a correction must be aired during the next suitable program. Such a correction must clearly state that the previous story was in error and what the correct facts are. It is the responsibility of any writer, producer, talent, or reporter who discovers an error to make it known to his immediate supervisor so the correction can be planned.

Cutaways: Generally, cutaways will be placed within an interview only when they serve to illustrate the subject under discussion or to provide cover for an audio edit. Care will be exercised so that cutaways will not produce a change in the meaning or possible perceptions of the interview subject's response.

Disclaimer: WSRE produced programming which contains discussions of controversial issues shall include in their credits a disclaimer reading "Opinions stated do not necessarily represent those of WSRE or Pensacola Junior College."

Editorializing/Analysis: FCC regulations forbid editorializing by non-commercial broadcasting stations. Analysis, however, is a legitimate product of Public Affairs Television. Any analysis presented by a representative of WSRE shall be labeled as such clearly and frequently. Decision as to what constitutes analysis rests jointly with the report or producer and the news director.

Editing: Stories, interviews, etc., will not be edited in any manner which appears to change the happenings or results of an event. Interviews will not be edited in any manner which changes the meaning of a subject's response. Whenever questions are inserted into

an interview, those questions will be as similar as possible to the originals and will never change the meaning of the subject's response.

Election Coverage: It is the policy of WSRE to present full, fair and accurate coverage of election campaigns and results.

During an election campaign, each candidate for an office will have an equal opportunity to air time. As much as possible, candidates will be treated equally as regards program format, time of presentation, equipment used, etc. The FCC's equal time provision will always be followed.[2]

In coverage of election returns, every effort will be made to present not only who won, but also opinions as to why. This requires use of expert analyses and knowledgeable reporting. Analysts will be selected based on their knowledge of the races involved. If an analyst clearly is biased, another will be selected to attempt to balance that bias.

WSRE will not project winners of elections unless their outcome is clearly obvious. That does not preclude reporting of projections by Associated Press or other news sources, so long as the source is identified in the report. It also does not preclude utilizing some form of computer analysis to make projections, providing the source is made clear to the audience.

File Footage: Anytime file footage of an event is included in a program or report, it shall be labeled as such. The "file footage" super shall be imposed on the screen for the duration of the footage. If the date when the footage was shot is relevant, it will also be

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[2]See Appendix II

superimposed. This is not meant to include use of library footage of places, buildings, etc., which would not affect the audience's perception of the story.

Incident News: Generally, it is WSRE's policy to avoid covering inconsequential incident news. That is meant to include typical traffic accidents, small fires, robberies, etc. This policy is not meant to preclude coverage of such events as part of a larger story, or coverage of incidents which affect or are of interest to a sizable portion of the community.

Objectivity: It is the obligation of WSRE to strive for complete objectivity. Any WSRE broadcaster who feels that, for whatever reason, he/she could or would not be objective on a subject, must withdraw from any story on which that lack of objectivity would be an influence. In addition, objectivity demands an unconditional allegiance to accuracy, conscientious attention to detail and honest commitment to inquiry.

Outside Film/Tape: Any film or tape footage obtained from other than station sources and utilized during a program will be identified as to its source during the broadcast.

Presumption of Innocence: The presumption of innocence is a central portion of our legal system. WSRE should act at all times to reinforce this precept. Caution should be taken in all pre-trial publicity, remembering that the public's right to know must be balanced against the defendant's right to a fair trial. This is not intended to limit coverage, but rather as a call for judgment and objectivity by the reporter.

Prior Censorship: Explicit or covert attempts by any person or group to influence the content or handling of a news story run contrary to journalistic ethics and must be resisted.

Quotations: Anything presented by a WSRE broadcaster as a direct quotation must be word-for-word from the source. If the broadcaster is unsure of the exact quote, the information should be presented as paraphrase.

Refusals to Appear: If a person or group concerned with one side of a controversial issue refuses to comment or present their opinion, the other side may be presented, but it should be made clear at the same time that both sides were given equal opportunity, but one declined.

Technique vs. Substance: The reporter, producer, video tape editor, or director should be careful to put communication of the facts ahead of television techniques. He/she should avoid encouraging the diversion of attention from the central issue by technical trickery.

Visuals: Slides, charts, graphs, etc., used to illustrate WSRE produced programs will be layed out in such a manner so as not to distort the data or encourage faulty interpretations. Broken or discontinuous data should be clearly indicated.

Vocal and Facial Inflections: A broadcaster will take care not to utilize vocal or facial inflections in a manner which could appear to be editorializing.

Confidentiality

Off-the-Record: Information will be considered off-the-record only if an agreement is made between the WSRE broadcaster and the

source prior to the release of the information. Off-the-record agreements will be honored unless it can be demonstrated that the release of the information is essential to the public or community welfare.

Program Material: Audio tape copies of material actual broadcast on news or public affairs programs will be made available to the public if requested within four weeks of the broadcast date. The station reserves the right to charge a duplication fee.

Question Selection: It is the right of the WSRE interviewer to select questions and subject matter to be covered in an interview, and to maintain the confidentiality of those questions prior to the broadcast or taping. If the subject refuses to appear without specifying subject areas, the interviewer has the option of canceling the program or of clearly notifying the audience of the limitations imposed during the broadcast. At no time will WSRE allow the subject to mandate questions to be included in an interview. If the subject asks to be shown questions beforehand, it is the option of the interviewer to do so or to refuse, but at no time can such a privilege be given to representatives of one side of a controversial issue without the same privilege afforded to those on the other side.

Notes/Out-takes: Generally, notes and out-takes from taped or filmed productions are considered the confidential property of the WSRE broadcaster and Pensacola Junior College. Such material will not be released to any source without court action. Tapes can be previewed at the station under the supervision of WSRE personnel.

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Tape Exchange: Unless a pool arrangement is made in advance, WSRE news or public affairs tapes will not be made available for broadcast by any other television station, either as a whole or in part.

Style

Address: All guests appearing on WSRE will be addressed on-the-air by title and last name. Mrs., Mr., Miss, or Ms., may be substituted for Commissioner, Representative, etc., as desired.

Dress: Generally, WSRE on-air talents will be appropriately dressed in proper business attire. Exceptions to this will only be made when the mood or content of a broadcast makes another form of dress appropriate (e.g., a story about beach activities, less formal dress would fit). Generally, the rule should be to overdress when there is a question as to propriety.

Explanative Supers: Numerical information, key points, etc., should be supered within a WSRE production when that technique enhances understanding of the subject matter. For example, a report on budget deliberations might include the supering of major subdivisions and amounts allocated to them. A cluttered background and too much information detracts from the purpose.

Identification Supers: Identification supers will inform the audience of a person's expertise to speak about the subject under discussion. Therefore, for example, an Island Authority member who is also a dentist would be identified differently in a story concerning the SRIA than in one concerning denistry.

Generally, the top line of an identification super will contain the subject's names in CAPS. The following titles can also be used in the top line when appropriate:

Political: REP. (Representative)
GOV. (Governor)
LT. GOV. (Lieutenant Governor)
SEN. (Senator)

When such political titles are used, the second line will contain the person's party affiliation (either D or R), followed by a dash, followed by their area of representation.

Military: Rank abbreviations will be included in the top line of identification supers. The following abbreviations are correct:

ADM (Admiral)
BM (Boatswain's Mate)
BRIG. GEN. (Brigadier General)
CAP. (Captain)
CDR (Commander)
CNO (Chief of Naval Operations)
COL. (Colonel)
CPL. (Corporal)
CPO (Chief Petty Officer)
ENS. (Ensign)
FADM. (Fleet Admiral)
1st LT. (First Lieutenant)
1 SGT. (First Sergeant)
GEN. (General)
LT. COL. (Lieutenant Colonel)
LT. (Lieutenant)
LT. COM. (Lieutenant Commander)
LT. GEN. (Lieutenant General)
LT. (jg) (Lieutenant Junior Grade)
MAJ. (Major)
MAJ. GEN. (Major General)
MSGT. (Master Sergeant)
PFC (Private First Class)
PVT. (Private)
SA (Seaman Apprentice)
2nd LT. (Second Lieutenant)
S1C (Seaman First Class)
SFC (Sergeant First Class)
SGT. (Sergeant)
SN (Seaman)

SP 4, 5, 6, 7, 8, 9 (Specialists 4, 5, 6, 7, 8, 9)
SR (Seaman Recruit)
SSGT. (Staff Sergeant)
VADM. (Vice Admiral)
WO (Warrant Officer)
YN (Yoeman)
Y3C (Yoeman Third Class)

The only other information which may be included on the top line is the title: Lt., Dr., Adm., etc. In instances without titles, the top line will contain only the name.

Generally, identification supers should be limited to two lines. However, if it is impossible to fully and clearly identify a person with two, a third line may be used. Abbreviations should be used if they are clearly understandable by the vast majority of the audience. Obscure or made-up abbreviations will not be used.

Panel Discussion: On panel discussions, the key to an interesting presentation seems to be having a variety of opinions present. Producers should avoid scheduling two or more panel members who espouse the same ideas, but rather should select the one best spokesperson for each position.

Man-On-The-Street: The purpose of "man-on-the-street" interviews is to present the public's opinion on a controversial subject about which the general public is sufficiently informed to intelligently comment, or to demonstrate lack of public knowledge about a significant issue. This device should only be used when it will enhance the audience's knowledge of the subject.

In formulating questions for man-on-the-street interviews, all possible care should be taken to avoid coloring the results by showing favor to one particular response. Likewise, the selection of the interviewer should not prejudice the sample. Also, site of the

interviews should be carefully selected to allow for a cross-section of the population. Often two or more sites are necessary to get a fair representation. If, for some reason, only one segment of the population is to be sampled, that should be made clear to the audience in the story.

In selecting opinions to be aired, care should be taken to insure that those broadcast accurately reflect the actual proportion of all the interviews taped; to do otherwise could be a form of editorializing. For example, if 10 people are questioned and four say one thing while six say the other, opinions aired should be in the same 40% -- 60% ratio.

News Interviews: The standard one-on-one single camera news interview will be set up in such a manner that the subject is seen full face if he (the subject) does not object.

Reading: Generally, an interviewer should take care not to appear to be merely reading questions, but rather to listen to the responses given and progress naturally into the next question.

Reference: The first reference to a person in copy shall be by their title and full name. Subsequent reference may be by last name only.

Smoking on Camera: Employees or representatives of WSRE will not smoke on camera.

Word Usage: As professional broadcasters and representatives of an educational institution, on-air personnel are expected to exhibit the proper word usage and grammar appropriate to the broadcast.

Timeliness

It is the obligation of WSRE to inform the audience of newsworthy events as quickly as possible. Therefore, all such information will be included in the earliest possible program. That does not preclude the retention of such material after broadcast for future usage in a more in-depth perspective-type story.

Bulletins: The news director or, in his absence, his designate, will have responsibility for deciding if a story rates interrupting regular programming. Use of bulletins will be limted to stories of utmost public importance when the audience needs to be informed prior to the next scheduled news program. If there is any doubt as to the suitability of bulletin coverage of a story, it will be avoided.

Technical Standards

Tape Quality: Every attempt will be made to avoid airing of film or tape which is not technically or aesthetically correct. If camera, recorder or some other technical problem causes inferior audio or video, every effort will be made to avoid its utilization. If there is no other alternative available, the material may be used; the reporter will then cover as much of the inferior material as possible with video cutaways or audio voice-overs. This should not be considered license to use inferior material, but rather a mandate that such use should only be as an absolutely last resort.

Visuals: Slides, pictures, graphics, charts, etc., will be used to visualize a news or public affairs program whenever possible.

As a general rule, these visuals must be in television ratio and of suitable contrast for effective reproduction on camera. However, when they are essential to the production, the one responsible has the option of utilizing material which would otherwise be technically unacceptable.

WSRE-TV PRODUCTION POLICY

DUTIES OF A PRODUCER

The producer of a program has overall responsibility for every element of it. Naturally, he/she will delegate many of the duties involved by coordinating the production through the heads of departments from which he plans to obtain assistance.

Although all the duties of a producer cannot be listed, the following are among them:

(1) Requesting permission for the production and approval of the subject area from the program manager.

(2) Insuring that everyone involved, including the promotion department, is informed at each progression of the production.

(3) Arranging for set design through the policy outlined herein.

(4) Scheduling of equipment and personnel needed. The producer is expected to do his/her best not to schedule more or less equipment or people than will be needed. Naturally, this is not always possible, and over-scheduling is preferable to under, but the producer should be aware of the diminution of station resources caused by continual over-scheduling.

(5) Arranging for guests, briefing them as necessary, insuring as much as possible that they fulfill their commitments to appear, and initiating thank you notes to them after the production.

(6) Arranging with the junior college for any special support needed; e.g., switchboard operators, security personnel, maintenance equipment, etc.

(7) Requesting overtime, if necessary, at least one week in advance of the production.

(8) Informing station management when important and/or controversial guests will be visiting.

(9) Informing station management of any possible obscene content, violation of the FCC personal attack regulation or equal time provision, or other controversial material in a program under production.

(10) Insuring that an effort is made to present both sides of any controversial issue under discussion, and that, if due to some unforeseen circumstance, both sides are not included, the program manager is informed so he may consider scheduling a rebuttal.

(11) In summary, presenting the best possible production at all times.

DUTIES OF A DIRECTOR

The director is the supervisor of the production personnel on a program's crew. Once the production begins, he/she is the person in charge of it.

The director's duties include, but are not limited to:

(1) Assisting the producer as assigned in scheduling of equipment and personnel.

(2) Serving as the technical advisor to the producer in program planning.

(3) Assisting the producer as assigned in set design, guest contact, and other pre-production elements.

(4) Overseeing set-up and lighting for the production to insure it coincides with the agreed-upon arrangements.

(5) Working with the studio supervisor in assigning crew positions.

(6) Working with the studio supervisor or his representative in developing and implementing an audio design.

(7) Insuring that engineering is informed sufficiently in advance of all requirements of the production.

(8) Insuring that all elements of the production are ready by the designated roll or live time.

(9) Taking full charge of the production while it is in progress.

(10) Checking with engineering to insure that a tape is technically acceptable before releasing the talent.

(11) Insuring that all slides, tapes, props, etc., brought to the control room or studio for the production are returned.

DUTIES OF THE PRODUCTION ENGINEERS

The engineers assigned to a production are an integral part of that production's crew and should consider themselves such. During the production, they should give it priority over all other duties and should consider themselves under the supervision of the program's producer and director.

The duties of the production engineers include, but are not limited to:

(1) Insuring that all requested equipment is set-up and ready prior to the indicated roll time.

(2) Informing the producer and/or director of any technical problems which may affect the production.

(3) Insuring that they are familiar with what will be required of them during the production.

(4) Being in constant headset communication with the director from when the command "Headsets" is given through the release of the crew by the director.

(5) Insuring that cameras are properly shaded at all times.

(6) Informing the director of any technical problems which occur during a production and advising him of possible courses of action concerning those problems.

(7) Starting, stopping and editing the tape as commanded by the director.

(8) Setting up and rolling video tape inserts and setting up film inserts as required.

(9) Checking the tape at the conclusion of the production for technical acceptability and informing the director of the results.

(10) Insuring that the director is given the proper tape or tape number, as well as any film or tape inserts used.

Remotes

Generally, a remote production requires more pre-planning than a studio production. The following procedure will be followed.

(1) Approximately four weeks prior to the production, the producer and the chief engineer or his representative will conduct a remote survey of the site. At that time they will make plans for satisfying electrical requirements, placement of cameras and audio, running of cables, location of the trailer, location of the microwave dish, etc.

(2) The producer will, as soon as possible, contact those in charge of the proposed site and clear the set-up plans. He will also arrange for access to the premises for production personnel as needed for pre- and post-production work.

(3) The chief engineer will arrange for power, transportation of the equipment, a microwave relay site if necessary, and any other technical requirements.

(4) The producer will make a site drawing indicating camera placement, audio set-up and where the talent will be located. Any unusual requirements will be included. The drawing will be distributed and discussed by the producer with the chief engineer and the studio supervisor or their representatives.

(5) The producer and chief engineer in consultation will determine when set-up will take place. This information will be conveyed by the producer to the facilities coordinator and studio supervisor who will schedule equipment and crew as needed.

(6) The chief engineer or his representative will generally take charge of set-up, although the producer does not relinquish his/her overall control of the production.

(7) All other duties listed for producers and directors herein shall apply.

As a general rule, during remotes, the producer takes care of all liaison, while the chief engineer handles all technical details.

Portable Video Remotes

Remotes utilizing portable video tape equipment require considerably less pre-planning than full scale trailer remotes. Nevertheless, the producer is still responsible for:

(1) Pre-production liaison with those in charge of the proposed site. At no time should a remote crew arrive on a site "cold" with no preparation.

(2) A remote survey of any unfamiliar site to insure the presence of proper electrical supplies, outline camera and audio placement, and take care of any special details.

(3) Insuring that time, equipment and personnel are scheduled according to the station system.

(4) Insuring that the remote is begun sufficiently in advance of planned roll time to allow for set-up and check-out of equipment.

(5) Insuring that all equipment is returned to the station after the production.

SET DESIGN AND CONSTRUCTION

It is the policy of WSRE-TV that every studio production will have a professional, attractive set. Planning and implementing a set design is the responsibility of the producer of the program. Some of the duties involved may be delegated, but the overall responsibility cannot.

The following is the procedure which will be followed by the producer of any program, including one-time-only, which includes studio segments on a non-standard set:

(1) Six weeks in advance of the air date of the program, the producer will request the production manager to arrange a meeting with the art director, set designer/builder, studio supervisor or their designated representatives. The concept of the program will be discussed, along with physical requirements, i.e., number of people, tables, chairs, etc. Suggestions for the style of the set will also be discussed. This information will be noted on an art order which will be turned in to the art director by the producer at the end of the meeting.

(2) The art director will initiate the production of color renderings to be based on the information established at the initial meeting and stated on the art order. Within two weeks, the art director or designated representative will call a second meeting with the same people mentioned above plus an engineer who can provide information regarding color reproduction capabilities of the cameras. If the art director fails to initiate the meeting on schedule, the production manager must.

At this meeting, the color renderings will be discussed and either approved or changed until a satisfactory design is agreed upon. If a complete re-design is necessary, another meeting will have to be called subsequently. When the final drawing is agreed upon, an APPROVED stamp on the drawing will be initialed by the production manager and producer.

(3) Working from the color renderings, the designer/builder will do a floor plan of the set as well as working drawings of each element as necessary. He should, at this time, also draw up a materials and prop list. If the producer wishes to

make changes, he/she must contact the designer/builder before construction begins. The lighting design should be done upon completion of the floor plan.

(4) At least two weeks before the air date, the designer/builder will begin construction of the set. The set should be completed and in the studio at least two days before the air date so it can be viewed on camera by all concerned and minor changes can be made, details finished, lighting checked, etc. Final approval should be given at that time by the production manager and producer.

Obviously, the above procedure cannot allow for each detail or circumstance, but it should be followed as closely as possible at all times. It is the aim of the station to present every program on the best possible set, but only prior planning can allow that aim to be met.

GUIDELINES FOR INTERNSHIPS

(1) Interns should be communication arts majors with definitive plans to make broadcasting their career.

(2) Interns should have completed Beginning and Advanced Television production courses. It is preferable that a community affairs or news department intern have also completed a Broadcast Journalism course.

(3) The intern should be fully aware that there is much routine work in broadcasting. He or she should be prepared to spend a substantial amount of his time sharing in this routine.

(4) The intern should not expect to immediately perform every task at the station. The more "glamorous" tasks, such as appearing on the air and writing final scripts, will have to be worked up to. Assignment of these jobs will be the judgment of the WSRE department head.

(5) The prospective intern must be recommended for the position by his/her advisor, and undergo a personal interview with station personnel.

(6) The station must have the major input to the intern's final evaluation, whether it be by letter grade or pass/fail. Each intern also should undergo an exit interview with station personnel.

UNIVERSITY-PJC INTERN AGREEMENT

The _____ seeks various forms of work
(University)
experience for its students where such work experience is deemed appropriate. In some instances appropriate work experiences may be obtained at Pensacola Junior College through an intern program. When the placement of a student in an intern role at Pensacola Junior College is desired, the following conditions shall prevail:

1. Requests from a University supervising teacher for an intern position shall be made to the appropriate Pensacola Junior Department Head, with final approval being made by the appropriate academic dean.

2. The objectives to be sought as a result of the internship shall be established by mutual agreement between appropriate department heads at both institutions.

3. The intern shall be under the direct supervision of the Pensacola Junior College department head to whom he is assigned.

4. An intern is not an agent nor an employee of Pensacola Junior College.

_____ _____
Assignment at PJC Inclusive Dates

_____ _____
University Intern Supervisor PJC Department Head

_____ _____
University Student Intern PJC Dean

APPENDIX I

THE FAIRNESS DOCTRINE

FEDERAL COMMUNICATIONS COMMISSION

Fairness assumed the status of an official doctrine in 1949 with the Commission's report on editorializing (Section 20.7). In that report the Commission spoke of the

> ..... affirmative responsibility on the part of broadcast licensees to provide a reasonable amount of time for the presentation over their facilities of programs devoted to the discussion and consideration of public issues ... And the Commission has made it clear that in such presentation of news and comment the public interest requires that the licensee must operate on a basis of overall fairness ....

Originally purely an administrative interpretation of the public-interest principle, the Fairness Doctrine appeared to receive Congressional blessing in the 1959 amendment to Section 315 of the Communications Act, which, after enumerating the types of bona-fide news appearances which need not be considered as equal-time appearances, went on:

> ..... Nothing in the foregoing sentence shall be construed as relieving broadcasters, in connection with the presentation of newscasts, news interviews, news documentaries, and on-the-spot coverage of news events from the obligation imposed upon them under this chapter to operate in the public interest and to afford reasonable opportunity for the discussion of conflicting views on issues of public importance.

This provision the FCC regards as statutory confirmation of its interpretation that the licensee has an "affirmative duty" to schedule programs dealing with public issues.

For a more detailed explanation, see the Federal Communcations Commission public note of July 1, 1964, entitled "Applicability of the Fairness Doctrine in the Handling of Controversial Issues of Public Importance" contained in the station's public files.

APPENDIX II

EQUAL TIME PROVISION

FEDERAL COMMUNICATIONS COMMISSION

..... If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station: PROVIDED, that such licensee shall have no power of censorship over the material broadcast under the provisions of this section. No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate.

Congress amended Section 315 on two occasions. The amendments aimed at stopping broadcasters from making higher than normal charges to political candidates and at preventing claimants for equal time from exploiting normal news coverage of rival candidates' activities. Section 315 (a) now continues:

..... Appearance by a legally qualified candidate on any--

(1) bona-fide newscast,
(2) bona-fide news interview,
(3) bona-fide news documentary (if the appearance of the candidate is incidental to the presentation of the subject or subjects covered by the news documentary, or
(4) on-the-spot coverage of bona-fide news events (including but not limited to political conventions and activities incidental thereto),

shall not be deemed to be use of a broadcasting station within the meaning of this subsection. Nothing in the foregoing sentence shall be construed as relieving broadcasters, in connection with the presentation of newscasts, news interviews, news documentaries, and on-the-spot coverage of news events, from the obligation imposed upon them under this chapter to operate in the public interest and to afford reasonable opportunity for the discussion of conflicting views on issues of public importance.

..... The charges made for the use of any broadcasting station for any of the purposes set forth in this section shall not exceed the charges made for comparable use of such station for other purposes.

FEB 9 1979

CLEARINGHOUSE FOR JUNIOR COLLEGES